



Human Resources

DATE POSTED: **February 24, 2006**

REQ. # 06-048

**NOTICE OF JOB OPENING
ST. LUCIE COUNTY BOARD OF COUNTY COMMISSIONERS
EQUAL OPPORTUNITY EMPLOYER**

2300 Virginia Avenue Fort Pierce, Fl. 34982 – 5652

Telephone (772) 462-1546 Jobline (772) 462-1967

<http://co.st-lucie.fl.us>

This position must be posted for at least five (5) working days from **02-24-2006** TO **03-02-2006**, but will remain open until filled.

DEPARTMENT/DIVISION
GROWTH MANAGEMENT - TOURISM & ECONOMIC DEVELOPMENT

POSITION AVAILABLE
MARKETING & PUBLIC RELATIONS SPECIALIST

OF OPENINGS
1

STARTING SALARY
\$36,720.74 / year

COMMENTS
Driving Position

VETERANS PREFERENCE
It is the policy of St. Lucie County to give preference to eligible veterans and spouses of veterans in appointment and retention in county employment positions in accordance with Chapter 295, Florida Statutes, and Chapter 22VP-1, Florida Administrative Code. Copies of Chapter 295 and Chapter 22VP-1 are available for review in the Human Resources Department.

JOB CODE: 529
PAY GRADE: 19
SALARY : \$36,720.74 - \$57,844.80
MARKETING & PR SPECIALIST

MAJOR FUNCTION: This position will assist the Tourism & Economic Development Manager in expanding the exposure for St. Lucie County in existing and emerging tourism and markets while enhancing the environment for local understanding and appreciation of the tourism industry. Responsibilities encompass local, national, and international media relations, publicity, promotions, and community relations.

KNOWLEDGE, ABILITIES, AND SKILLS NEEDED IN ORDER TO PERFORM

THE ESSENTIAL JOB FUNCTIONS: Knowledge: Thorough knowledge of the principles, practices, and procedures of journalism and marketing. This position will require public relations experience including a demonstration of pre-existing press contacts targeting editors, freelance writers, photographers, video travel guides, print and broadcast media. **Abilities and Skills:** Ability to work independently while taking direction from the Tourism & Economic Development Manager. Ability to write and assemble informative travel articles, and news release. Ability to have the resources of placing stories into a wide variety of regional, national, and international newspapers, and magazine publications along with maximizing exposure through TV and radio. Ability to communicate effectively, both orally and in writing, and strong interpersonal and motivational skills. Ability to coordinate concerts. Ability to establish and maintain effective working relationships with the media, public officials, local hospitality industry, and general public.

ESSENTIAL JOB FUNCTION: Produce an aggressive, pro-active national public relations program designed to establish St. Lucie County as a year-round destination for leisure and business travel. Generate targeted mass media coverage of the local hotels, attractions, and other leisure travel amenities. Review editorial calendars of print publications and submit information and stories and story ideas as appropriate. Coordinate and host familiarization tours with writers from both trade and consumer press to showcase the varied attractions and accommodations that are available in St. Lucie County. Support Economic Development by developing media and press releases. Attend various media/press trade shows and press/sales missions along with working other market segment trade shows as needed. Assists with the public relations marketing for County Facilities on programs that will increase tourism into the community. Maintain an up-to-date media kit and photo library for use by travel writers. Design and prepare a quarterly Tourism Newsletter. Act as a liaison to assist film production companies with information on permit applications through the appropriate County and City Departments. Position will also entail working some weekends and holidays, as well as non-standard work hours during the work week. Performs other duties as assigned or as may be necessary.

ESSENTIAL PHYSICAL SKILLS: The work environment for this position is generally an office setting with some field work. Duties performed outside the office may require prolonged standing or walking. Ability to occasionally lift 30 pounds.

WORK HAZARDS: Possible vision dysfunction due to heavy computer work.

EDUCATION: Graduation from an accredited college or University with a Bachelor's Degree in Marketing, Public Relations, Journalism, Social Sciences or a closely related field.

EXPERIENCE: Minimum 3 years experience in tourism media relations, destination tourism development or Journalism. Public relation experience should include work in both domestic and international markets. Candidate must have strong current media contacts. Equivalent amount of experience which provides the necessary knowledge, skills, and abilities may be substituted for educational requirements.

LICENSE, CERTIFICATION OR REGISTRATION: Valid Florida driver's license and good driving record.

Union	Non-Union ✓	Exempt ✓	Non-Exempt
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